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General Trade Edition

DIG & DUTY

WITH 1951 PRICES

Sales and Service Bulletin

W BLUE LABEL DAHLIAS
Sure to Grow. Free from Disease. True

WAYLAND DAHLIA GARDE

E. R. & H. M. RYNO, Props.
Wayland, Mich., U.S.A.

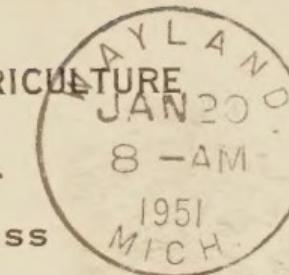
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General Trade Edition

DIG & DUNG

There is no soil, however barren and unproductive, that cannot, by well digging and dunging, be made fertile and prolific.—Adapted from Cervantes' DON QUIXOTE, Part II, Chapter XII.

Sales and Service Bulletin

VOL. 18

WAYLAND, MICHIGAN, U.S.A., SEASON OF 1951

VOL. 1

THE DAHLIA SITUATION THIS YEAR

Most of the older established dahlia growers had a complete sell-out this year, while those among the newer growers who did not have an established trade found themselves with a heavy surplus much of which was unsaleable late in the season even at reduced prices. Naturally this would mean that the older growers had only their planting stock left and could not, therefore, increase their planting to any great extent this year while the newer growers, with stock to dump, would not be likely to increase their planting of stock for which they had no market; so on the whole I do not believe there will be any increase in the total acreage of dahlias this year and there will probably be less likelihood of surpluses than there was last year.

On this basis I do not look for much change in prices except possibly in some of the better varieties, which are more likely to go up rather than down.

Nearly all of the mail order houses reported a drop in sales on all lines, with dahlias and glads holding up fully as well as any line. Retail stores were varied, some reporting increased sales and others reporting a drop, many laying the drop to weather conditions rather than any other cause. There is apparently no general economic slump, but, of course, with more lines of goods available than there were during the war, each line has to take a smaller share of the available purchase money. It would, therefore, seem that the question of merchandising and sales effort is one of greatest interest to the trade at this time. In other words, while there are just as many dollars available as there were during the war there are more places for these dollars and consequently each line is putting forth its greatest effort in attracting these dollars to itself. A mere listing of a few varieties of

any item is not sufficient to draw trade for this item. You must illustrate your product, describe it fully and price it so people will want it and be ready to buy it.

In illustrating, I think one large cut, say 5 or 6 inches in diameter, is worth four single column cuts and where possible to use color the pulling power is still greater.

Combination offers are another feature that always take well. For example, two years ago one of our larger customers listed one of the newer varieties on our recommendation. When he added this variety his pages had already been laid out and it was impossible to add an illustration or make any special offers in connection with the variety. Sales were not up to expectations. However, rather than discontinue the variety it was listed again this last year, still without a special illustration but at a special price when taken in combination with another variety which was illustrated. Sales by this method were way beyond expectation and, in fact, the combination offer increased the orders for the illustrated variety as well as the one in question.

Gift Tuber—a plan which we have always advocated has proved to be most effective in inducing sales. Here you offer a new variety, not at a special price but absolutely free if the customer just buys two or more of the regular collections. A strong description of the free tuber so people really want to obtain it helps a lot in selling the regular varieties. This plan has been used successfully by the Book of the Month Club and now I notice one of the large appliance manufacturers is adopting this gift idea offering as a "dividend" some gift gadget where the regular appliance is bought.

Just how far the "cut-rate" idea can be applied nowadays is a question.

Nearly all the TV sets are offered at \$299.50 or \$199.50 or something like that. Whether this 50c reduction really amounts to anything or not I cannot say but it seems to me that an even \$300 or \$200 as the case may be would be just as effective at the present time. People don't think much of a half dollar nowadays when about the only thing it will buy is two quarters. I think it would be much more effective if they would talk up the value of the article as being a third or a half more rather than make a very small price cut.

Right at this point I might call attention to what I would consider the best Pattern for Permanency in any line. When I was a kid the safety bicycle made its first appearance. The Columbia, the Pope-Toledo, the Rambler and several other makes of bicycles were offered at a price from \$100 to \$150. The demand was good and the price left a big profit. As a result bicycle factories sprang up all over the country. Competition was in the matter of price and within a year or two the prices had dropped more than half. Then the factories commenced to bust and in the end not one single concern remained as an outstanding industrial institution. Now comes the other side. Early in the century the automobile appeared on the scene and I think the Oldsmobile was the first to be advertised. The price of this car was \$650. As with the bicycle there was a very great demand, but in this case no opportunity for competition in price. Numerous manufacturers started making automobiles but each one was trying to outdo the others in the matter of quality. Instead of prices going down to a point which meant ruin for the makers, prices went up in keeping with quality and today such mighty concerns as Ford, General Motors, Chrysler, etc., are still going strong.

(Continued on next page)

DIG & DUNG

PUBLISHED BY

WAYLAND DAHLIA GARDENS

E. R. & H. M. Ryno, Props.

Wayland, Michigan

SEASON OF 1951

A Special Offer

We consider the ball type of dahlia about the best of all for florist's and amateur gardener's planting. It is usually a very rank grower, produces an abundance of blooms from 3½ to 5 inches in diameter, and keeps after cutting as well as any of the small flowering types or pompons and miniatures. Besides these points, the ball type is usually the best root maker and the roots keep the best of all types. This is an important point especially with the amateur or grower who has to keep his roots in the ordinary cellar or storage room.

For years we have made quite a heavy planting of ball dahlias and in 1947-48 when most of our crop was lost because of the immaturity due to early frost we were very much pleased to find that this type came through as a life-saver for us.

From our own experience we, therefore, believe that it is really good policy to encourage the planting of ball type dahlias and as a special inducement to our customers to include a collection of this type of dahlias in their list we are making a special offer as follows: If you include 4 or more ball type dahlias in a collection and can use not less than 200 collections (that is, not less than 200 of each variety) we will supply these roots at 5¢ each in the following varieties only:

RED CHIEF, red
A. D. LIVONI, pink
YELLOW DUKE, yellow
STORM KING, white
FLORAL PARK JEWEL, red tipped white
VIVIAN, white tipped purple
PURPLE BALL, purple
ORANGE BALL, orange
BONNIE BLUE, bluish
MRS. C. D. ANDERSON, crimson mauve

Here you have the ten best varieties of ball dahlias grown and a collection of any six of them would cost you only 30¢ and would make a really wonderful bargain at \$1—actually pre-war price.

The self liquidating advertising proposition is coming to be of considerable interest to many of the larger advertisers in such lines as soaps, cereals, etc. Many of these concerns are offering perennial plants, garden seeds, gladioli bulbs, etc. at a special

price. In this connection dahlias have never been offered, largely because of the fact that roots were not obtainable in sufficient quantities to make it safe for an advertiser to offer them over the radio or through widespread newspaper and magazine advertising where returns might run into thousands or even hundreds of thousands.

With our extensive planting we are prepared to handle this sort of proposition and would be glad to work out a deal with you along any line in which you are interested. We can mail directly from here or through one of our regular seed house customers or can supply stock for direct shipment from your own point if so desired.

In making up a list of varieties for mail order or catalog trade it is quite important for you to consider the availability of the different varieties listed. New varieties are being brought out every year and as many of these are listed in the various Honor Rolls published in the leading flower magazines there is a strong tendency toward listing these new varieties in your own catalog. If you issued a thousand catalogs this would be all right. You could include almost any variety in your list because you wouldn't sell more than a few roots of a kind; but when you come to issue from a million to a million and a half or more copies, as many of our customers do, you have to have thousands of roots of each variety listed available and this means several years growing after a variety is introduced.

We try out practically all the new varieties as soon as they are offered and if they make good under field culture we list them just as soon as we have enough of them to make them of interest to our class of trade. If you will look over the list of varieties we offer you will find included therein the very best dahlias which have ever been produced. Nearly all of those listed at 10¢ or more each are Honor Roll varieties which are generally recognized as those having the highest ratings in the trial grounds.

In this connection it might be well for us to say something about prices. The price of a dahlia has absolutely nothing to do with its real qualities. We base our prices solely upon cost of production. Many of the factors entering into this cost are staple and the same for all varieties. For example, rent, fitting the ground, planting, fertilizing, cultivation and harvesting cost exactly the same for one variety as for another. The newer a variety is the higher the cost of planting stock and the more roots a variety produces the lower the cost of the resultant crop. Varieties which have been on the market for a number of years and which have been uniformly good root producers, such as The Commodore, etc., are naturally grown at a lower cost than varieties which are poor keepers such as Lord of Autumn, etc., yet I do not think there is any better large yellow dec-

orative than The Commodore regardless of price. We were the first growers to offer this variety in large quantities for catalog trade and I think the Inter-State Nurseries were our first customers for this variety and the first to list it in a catalog of large circulation. Today you find it in nearly every dahlia list and a highly regarded variety in every part of the country.

(Continued from first page)

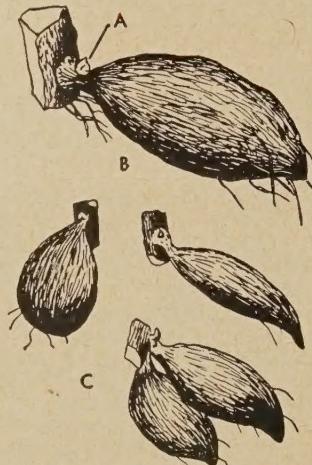
Here you have a perfect example of what we referred to as a Pattern for Permanency. Quality will always stand long after price is forgotten.

Thinking along this same line I am wondering which course the television will take. Will it go like the bicycle with competition in price only resulting in its own ruination or will it follow the course of the automobile with competition in quality giving permanency and stability to the industry?

In presenting dahlias all these points should be considered. Everybody likes dahlias because they are really the most responsive of all flowers to individual cultural effort. Once you get a man started with some of the newer and larger varieties and he immediately becomes a fan who is looking for still newer, still larger and still better varieties. When you get him to this point he "stays put."

NOTE THIS

Dahlias



Be sure each dahlia tuber has an eye (A) where it joins last year's stem, or it won't grow. Tuber (B) should feel plump or rubbery, never soft or mushy. Buy top grade and ignore size and shape (C) of tubers since varieties often differ greatly in this respect

PLEASE NOTE THESE POINTS

QUALITY

Our dahlias are all grown on fertile, sandy loam and we believe the roots we produce are of the very highest quality you can possibly obtain. Our roots are not over large in size as are those grown on clay and heavier soils and they are always clean, plump and fully matured and keep perfectly until planting season without rotting or shriveling.

SERVICE

We believe the service we give our customers is as near perfect as is humanly possible. Orders are filled promptly, roots are carefully inspected before packing and we pack in light strong containers so they will reach you in perfect condition, yet without danger of injury in transit. We are equipped to put up roots in any special type package required and to ship direct to customers under your own label if so desired.

INTEGRITY

We have been growing dahlias for many years and supply nearly all of the seed and nursery houses of national repute in the great midwest as well as florists and many nursery and seed houses in all parts of the United States. In all this time we have never yet received a complaint from any customer as to stock being of poor quality and not true to name. We try to impress on our customers the importance of considering this point of integrity of the grower when making connections for their supply.

PRICE

Our prices are based on the actual cost of production regardless of what other growers may charge for the same variety. These prices are the same to all customers under the same conditions and will not admit of any further reduction in any case.

RESERVATIONS

We are glad to book orders for stock to be reserved or held for shipment at a later date, without deposit or obligation on your part to take the stock so reserved, assuming of course that your reservation order is placed in good faith, and that you will look to us for such part of stock reserved as you may actually require in filling your orders.

Where full reservation has not been taken by May 1st, we assume that any balance remaining uncalled for at that time will not be required and that we are at liberty to release same to other customers after that date unless definitely instructed otherwise. Where we are holding stock to be shipped direct as ordered, reservations hold good until June 1st, after which date no orders can be filled.

The fact of a reservation order having been accepted does not imply acceptance of credit.

SMALL ORDERS

While we are pleased to receive small orders from those who may wish to try out our stock, or who may need some special items on which they are short or which may not be obtainable from their regular source of supply, we cannot accept orders for one or two roots only of each of an extended list of varieties. Remember, we do not accept retail orders and refer all retail customers to the regular retail trade.

CREDITS

If total order amounts to less than \$50.00, please do not ask us to extend credit because it is impracticable for us to obtain special credit reports on customers whose orders are for less than that amount. If total order amounts to more than \$50.00, credit will be granted only when we consider same justified by report from commercial agencies.

No roots will be sold on deferred or installment payment plan and no further credit will be granted to those whose accounts are in arrears.

EXCLUSIVELY WHOLESALE

We cater exclusively to the legitimate seed and nursery trade, and do not purposely send our prices and bulletins to any other person. Occasionally, however, these reach the hands of those who are not entitled to receive them. For the benefit of our customers, therefore, we wish to state that we do not consider a printed letterhead or business card as sufficient evidence of trade classification. If you are not listed in the regular trade directories, please send us a copy of your printed price list or other evidence that you are actually engaged in the business of selling stock in the seed, nursery or floral line.

ORDER EARLY

In spite of the fact that every element of cost that enters into our product is going up — labor, paper, boxes and packing material, fuel, taxes, etc.,—it will be noted that we have advanced prices on only a few items, while many others have been lowered considerably. We, therefore, urge our customers to get their reservation orders in early and thus greatly facilitate our handling of such orders during the shipping season.

NET GROWERS PRICES FOR 1951

These prices apply only on orders for 10 or more roots of any variety. If less than 10 roots are ordered add 3c per root to cover additional cost of labelling and packing.

10% extra count is given in all cases—that is 11 for 10, 110 for 100, etc., — except where roots are packed in special boxes or cartons ready for reshipment — to take care of any possible replacement claims and to help defray transportation charges. This extra count is figured on even multiples of ten only.

As packed for shipment roots weigh approximately 15 lbs. per hundred.

All our stock is absolutely dependable, field grown from roots — not plants — planted early, carefully rogued and fully matured before dug. Stored under ideal conditions, all roots are fresh and plump, carefully cut, trimmed and sorted by expert cutters—no haggling, no broken necks, no culs—every root with a good eye, full of vitality and sure to please your most exacting customers. No stunts, mosaic or diseased plants in our fields, and no junk or untried varieties in our list.

For individual wrapping and labelling add 1½c per root to prices given.

LARGE FLOWERING TYPES

(A) Art or Peony-flowered (B) Ball or Show (C) Cactus (D) Decorative

Some varieties are short crop, other varieties are being withheld to increase stock, and still others were completely sold in the field before going to press. Such varieties are described as "out for this year" and while we are including them in our list this is done merely as a matter of record and under no condition can we supply even small quantities of them until another season.

At 4c Each

MIXED — Every year at planting time our third and last sorting of planting stock is thrown into one lot and planted as Mixed. This lot represents at least a few roots of almost every variety in our list of Large Flowering Dahlias, and because of the fact that there are such limited quantities of each of the many varieties represented no effort is made to reclaim these varieties at digging time. This mixture is undoubtedly the finest and most varied assortment of dahlias ever offered and should make a most attractive Special Bargain Offer feature for your catalog. If desired, we can pack these roots in lots of 6 or 8 in a special corrugated slide box, size 5x6x2½ inches, at 4c per box extra.

At 5c Each

MIXED BY COLOR — This item is made up from surpluses in our named varieties, and is intended especially for Jobber's Trade. Not less than 1,000 roots of a color can be supplied under this offer. Available in Red, Pink, Yellow, White and Lavender.

At 6c Each

Aurore (A) Orange salmon
Camille Franchon (A) Red, lighter tip
Geisha (A) Yellow and red
Perfect Beauty (A) Red and white
Queen Wilhelmina (White Queen) (A) Pure white
Sweetheart's Bouquet (A) Salmon rose and fawn
A. D. Livoni (B) Pink
Bonnie Blue (B) Bluish
Floral Park Jewel (B) Red tipped white
Lucy Fawcett (B) Yellow tinged rose
Mary Helen (B) Yellow
Mary Helen (B) Yellow
Maude Adams (B) White flushed pink
Mrs. C. D. Anderson (B) Crimson mauve
Orange Ball (B) Orange
Purple Ball (B) Purple
Red Chief (B) Bright red
Schampel's Ball (B) Buff tipped white
Storm King (B) White
Stradella (B) Rose purple
Tillamook (B) Light pink
Vivian (B) White tipped purple
Yellow Duke (B) Yellow
Bertha Horne (C) Bronzy yellow
Bride's Bouquet (C) White
Celia (C) Lavender pink
Emily Russell (C) American Beauty red
J. H. Jackson (C) Maroon
Lawine (C) White tinged lavender
Libelle (C) Royal purple
Melody (C) Yellow, often tipped white
Perle de Lyon (C) White
Rene Caveux (C) Brilliant red

Agnes Haviland (D) Rose pink and yellow
Countess of Pembroke (D) Lavender
C.P.R. (D) Cream overlaid purple
Darlene (D) Shell pink
Delice (D) Pink
D. M. Moore (D) Maroon, almost black
Doazon (or Big Gus) (D) Orange scarlet
Dr. Tevis (D) Salmon pink
Dorothy Sager (D) Salmon and orange
E. T. Bedford (D) Purple tinged silver
Flamingo (D) Pink
Gallant Fox (D) Red
Mrs. J. Harrison Dick (D) Yellow and pink
Purity (D) White
Spirit of St. Louis (D) Large reddish purple
Yellow Colosse (D) Yellow

At 7c Each

Cleopatra (A) Dull gold
Diana (A) Scarlet. This is the true Marean Diana
Rosalia Styles (A) Pink
Etenard de Lyon (C) Lavender
Gay Paree (C) Golden bronze suffused red
Scaramouche (C) Large Indian red
Springfield (C) Red sport of Lonsdale
Aida (D) Maroon
Avalon (D) Yellow
Catherine Wilcox (D) Pinkish white tipped red
Ellinor VanderVeer (D) Glowing rose pink
Francis Larocco, Improved (D) Canary yellow
Harry Mayer (or Blue Moon) (D) Pale Roselyn purple
Iowa (D) Maize tipped pink
Judge Alton B. Parker (D) Yellow buff
Le Toreador (D) Brilliant red

Margaret Woodrow Wilson (D) Creamy white suffused pink
Mrs. J. G. Cassatt (D) Dark pink
Pride of California (D) Red
Purple Manitou (D) Purple
Rosa Nell (D) Deep rose pink
Sanhican's Bluebird (D) Large bluish
Silver Sheen (D) Lavender
White President (D) White
Zion's Delight (D) Large deep red

At 8c Each

Charlotte Caldwell (B) Large orange
Countess of Lonsdale (C) Salmon pink
Bashful Giant (or Apricot Giant) (D) Apricot and amber
Barbara Redfern (D) Large gold and rose
Charlotte Alexander (D) White tipped red
Gertrude Brinton (D) Red
Hillcrest Mandarin (D) Large red and yellow
Jean Kerr (D) White
Laura Morris (D) Giant deep yellow
Mina Burgle (D) Red
Mrs. I. de Ver Warner (D) Orchid Lavender
Oyster Bay Beauty (D) Large oxblood red
Pride of Stratford (D) Best large red orange
Robert Treat (D) American Beauty red
Rock Red (D) Red
Rose Glory (D) Rose Lavender
Starlight (D) Large bronzy yellow
Texas (D) Pink sport of Laura Morris
The Commodore (D) Huge canary yellow
White King (D) White
W. H. T. (D) Old rose

At 10c Each

Roycroft (C) Russet buff
Monmouth Champion (D) Flame red
Nanaquaket (D) Large pink
Penn Charter (D) Huge buff tinted apricot
Rose Fallon (D) Giant old gold
Snowdrift (D) Large white

At 12c Each

Blue River (D) Huge bluish
City of Cleveland (D) Large orange suffused red
Clara Carder (D) large cyclamen pink
Fred Springer (THE GREAT KILLY-LIEU or
BEDDING DAHLIA) (D) Brilliant red
Jane Cowl (D) Bronzy buff and salmon
Jersey's Beacon (D) Scarlet and buff
Jersey's Beauty (D) Pink
Josephine G. (D) Pink
Kemp's White Wonder (D) Large white
Kentucky (D) Salmon sport of Jersey's Beauty
Marshall's Pink (Marie) (D) Light pink
Mrs. Geo. L. Boutillier (D) Finest large red
Omar Khayyam (D) Large red and orange
Oriental Glory (D) Cadmium orange
Purple Fluffy Ruffles (D) Purple
Sagamore (D) Apricot buff
Wm. H. Hogan (D) Large red and white bi-color
Zadig (D) Golden buff

At 15c Each

Gov. Heil (C) Orange
Miss Belgium (C) Coral
Star of Bethlehem (C) White
Arcturus (D) Scarlet and gold
Autumn Sunset (D) Large yellow tinted red
Commando (D) Large lavender

Delwood's Glorious (D) Deep pink
Detroiter (D) Rich red
Eleanor Radell (D) Rose pink
Girl of Hillcrest (D) Golden buff
Hillcrest Sunset (D) Autumn shade
Hunt's Velvet Wonder (D) Large purple
Jersey's Sovereign (D) Salmon orange
Jimmy Foxx (D) Henna
Kathleen Norris (D) Pink
Kilgore's King (D) Large yellow shaded pink
King Alfred (D) Red with light reverse
Robert Scott (D) Autumn shade
Sharazad (D) Large pink
Thomas A. Edison (D) Royal purple
Wenning's White (D) White

At 20c Each

Jean Trimbee (C) Petunia violet
Son of Satan (C) Huge red
Betty Zane (D) Large pink
California Idol (D) Large light yellow
Daddy Kemp (D) Huge reddish purple
D'Arcy Sainsbury (D) White
D-Day (D) Pink
Dwight W. Morrow (D) Dark red
George A. Relyea (D) Orange tipped white
Incandescent (D) Bronzy yellow and pink
Jersey's White Beauty (D) White
Kentucky Sportsman (D) Yellow tipped white
Kilgore's Purple (D) Purple
Michigan White (D) White
Miss Oakland (D) Large pure white
Montebello (D) Violet crimson
Mrs. W. Keene (D) Yellow
Pink Profusion (D) Pink
Red Sunset (D) Red
The Fireman (D) Bright red
Twilight (D) Pinkish lavender
Wotana (D) Orange
Wm. G. Wyllie (D) Large yellow, buff and pink
Zant's Pink (D) Dark pink
Zant's Purple Beauty (D) Fine large purple
Zant's White (D) White

At 25c Each

All American (C) Mulberry rose and yellow
Amelia Farhart (C) Autumn shade
Top Flight (C) Bright red
Alice May (D) Fine large white
Burch Foraker (D) Mammoth flame red
Carl G. Dahl (D) Large apricot and buff
Col. Lewis (D) Large deep pink
Dixie's Wine Dot (D) White flecked purple
Dorothy Ward (D) Large lavender
Dream Beauty (D) Cerise striped white
Eva Martin (D) Fine pink
Everybody's Favorite (D) Large lavender pink
Exquisite (D) White tinged lavender
Glamour (D) Large purple
Kemp's Great Eastern (D) Huge orange gold
Kemp's Monarch (D) Reddish orange
Kemp's Glamorous (D) Large yellow and pink
Link's Gorgeous (D) Yellow overlaid pink
Lois Walcher (D) Purple tipped white
Lord of Autumn (D) Huge yellow
Maffie (D) Red
Margrake (D) Huge red and yellow
Massasoit (D) Pink
Monarch of the East (D) Huge golden buff
Mrs. Thomas A. Edison (D) Red with lighter reverse
Norma Morton (D) Yellow suffused garnet
Oakleigh Monarch (L) Large cerise red
Premier's Winsome (D) Huge light pink
Sheldon's Louise (D) Large reddish purple
Sherwood's Peach (D) Giant bright salmon buff
Silver Lady (D) White suffused lavender
Victory (D) Large salmon pink

SMALL FLOWERING TYPES

While our planting of Pompons and Miniatures is still quite limited, our plants at the date of this writing (July 1st) are looking very fine and should give us a crop sufficient to take care of those of our customers whose catalog circulation is not over 200,000 copies. Our planting stock this year was entirely of our own growing and we, therefore, can feel certain that it is absolutely true to name and free from disease.

Pompons At 10c Each

Amber Queen (P) Apricot and amber
Bobby (P) Plum
Dee Dee (P) Lavender
Darksome (P) Maroon
Edith Mueller (P) Gold edged orange
Fascination (P) Pink
Joe Fette (P) White
Johnny (P) Red
Jonkheer C. Van Sitters (P) Yellow tipped orange
Mary Munns (P) Lavender
Morning Mist (P) White suffused lavender
Phyllis (P) Purple
Rosalie (P) White suffused pansy purple
Rosa Wilmouth (P) Pink
Spy (P) Bright red
Sunbeam (P) Red with yellow base
Yellow Gem (P) Yellow

Miniatures At 10c Each

Baby Royal (M) Salmon pink
Blue Eyes (M) Bluish
Buckeye Baby (M) Golden buff
Corinna (M) Deep yellow
Diana Jean (M) Light yellow
Fairy (M) Tiny Jersey's Beauty pink
Orchid Lady (M) Orchid lavender
Princess Alba (M) White
Sylvia (M) Cherry red
White Fawn (M) White

Mixed Pompons and Miniatures at 5c Each

We shall have a few thousand roots of Mixed Pompons and Miniatures available. This mixture will be especially desirable for Florist's planting and Bargain Offers.

Wrapped Dahlias

FOR COUNTER TRADE

1951 ASSORTMENT

100 Roots, not less than ten good varieties, which should sell for 25c, 35c and 50c each, every root wrapped and labelled (Order 1951 Assortment) - \$10.00

All stock in this assortment is strictly high class and in order to enable you to guarantee same to your customers, we give 10% extra count to take care of any replacement claims. A liberal supply of cultural leaflets and such advertising matter as may be available will be included with each assortment.

Get Your Reservation Order In Now

Stock to be Shipped When Needed

Wayland Dahlia Gardens

Largest Dahlia Growers In The World

E. R. & H. M. Ryno, Props.

WAYLAND

MICHIGAN

BOXED DAHLIAS For Counter Trade



Last year, for the first time since the close of the war, we again offered our line of Boxed Dahlias for Counter Trade. This offer went over much better than we had expected—in fact, the limited stock we had available for this offer was completely exhausted long before the end of the season and we had to return many of the repeat orders because of this fact. This year, with more stock available, we hope to be able to fill all orders for this item. Please note that prices on Series A and E have been reduced in keeping with reductions made in our general list of bulk stock.

SERIES A—6 roots of large-flowering dahlias, assorted types and colors, not labeled individually, packed in box with 4-color label. Retails for \$1.00 per box. Price to you **\$3.60** per case of 12 boxes (**30c** per box).

SERIES B—6 roots of large-flowering dahlias, 1 art type, 1 ball type, 1 cactus type and 3 decorative type; each root wrapped and labeled individually; packed in box with 4-color label. Retails for \$1.50 per box. Price to you **\$6.00** per case of 12 boxes (**50c** per box).

SERIES E—6 roots of Exhibition dahlias all decorative type, each root wrapped and labeled individually, packed in box with 4-color label. Retails for \$2.00 per box. Price to you **\$7.20** per case of 12 boxes (**60c** per box).

SERIES H. R.—5 super-giant Honor Roll dahlias, packed each root in an individual box, 5 boxes in a collection to retail at \$1.00 per root or \$3.75 per collection. Each collection packed under 4-color label and priced to you at **\$12.00** per case of 12 collections (**\$1.00** per collection).

If you have customers who want super giant dahlias with 12 to 15 inch blooms which will be outstanding in both the garden and the show-room, these are those.

As to the list of varieties to be used in Series B, E, and H.R., we must necessarily reserve the right to use such varieties as are available, but we promise that in all cases strictly first class varieties will be included with special attention being given to the proper blending of forms and colors to insure perfect satisfaction among all of your customers.

The retail prices suggested above are not arbitrary, but may be altered to meet local conditions if so desired. We think, however, that you will find the suggested prices compare very favorably with prices usually charged for similar stock and varieties.

Be sure and specify shipping date on all orders for specially packed items so we will be able to have such goods ready for you when wanted.

Wayland Dahlia Gardens,

Wayland, Michigan

Get Your Reservation Order In Early

While our list is very complete this year, planting of many varieties is still somewhat limited and stock will not be sufficient to meet normal requirements in full. We, therefore, urge all of our customers to estimate their wants and advise us as early as possible so we can enter their Reservation Orders to cover their needs for the season of 1951. After our crop is booked up we cannot accept any further orders this year. To avoid disappointment send us your order without delay. No deposit required.

WAYLAND DAHLIA GARDENS

Home of a Million Dahlias

Wayland

Michigan

Terms and Conditions

Not less than 10 roots of any variety will be supplied at the prices quoted in this list, and no wholesale orders will be accepted from parties not actually engaged in the florist or seed and nursery trade.

Boxed Dahlia Collections are packed in cases of 12 boxes and no broken cases can be supplied.

While we seldom fail to complete accepted orders, we reserve the right to omit any part of order where unexpected or unavoidable shortage of any variety occurs.

We do not substitute unless specifically instructed to do so.

With our Boxed Dahlias we reserve the right to substitute equal or better varieties in same type and color, in any collection, in case an unexpected shortage of any variety occurs. Where such substitution is made label will be altered accordingly so it will at all times show exact contents.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack roots safely against freezing, we do not guarantee against damage in transit.

All shipments bear Certificate of Inspection issued by our State Department of Agriculture; but it is distinctly understood that customers must assume all risk in regard to the entomological requirements of their respective states.

Always state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

No extra charge made for packing and delivery to carrier, except where roots are put up in special packages for resale.

Claims for rejections, errors or omissions must be made within ten days after arrival of goods.

GUARANTEE — While we exercise the greatest care to have all stock true to label, and hold ourselves prepared to replace, on proper proof, all that may prove untrue, we do not give any warranty, expressed or implied, and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

TERMS — Unknown persons should send either cash in full or 25% with order, balance C.O.D. Parties whose credit is approved may order roots shipped any time after Dec. 1st and invoice for same will be made payable the 10th of the second month following date of shipment. No goods can be shipped on open account where amount of order is less than \$25.

REFERENCE — As to our responsibility, we refer to the Commercial Agencies or the Wayland State Bank, Wayland, Michigan.

Wayland Dahlia Gardens, Wayland, Michigan